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FASHION AND ITS IMPORTANCE

Our fashion choices say about us as individuals. At a wider level, fashion trends reflect the important aspects of any given culture over a period. Fashion is also constantly changing, and it has a strong influence on the rest of the world. Fashion is what we encounter every day. One can find a lot of changes and evolution in the history of fashion. It can affect the economy of a country or the whole world.

Fashion can sway politics, serve as an art form and can even affect someone's personal life. For people who work in the fashion industry, it is a profession as well as an individual interest. For those outside the industry, fashion still plays a very important role. Some fashion choices have an impact on our ability to succeed or fail in certain period of live. But, many people don't understand that fashion is a valuable device for analyzing culture and for estimating the values of culture.

Fashion occurs when a society at large agrees to a style, aesthetic sensitivity for a certain period. Fashion's sizable social scope and the requisite expiration date is what makes it as useful as a marker of time.

It can be seen in a film, literature or social science. In that way, fashion means timed changes in savor in a social scale. Fashion occurs in any realm of human pursuits including music, arts, technology, even scholarly discourse and of course, dress. An important aspect of fashion is its relationship with society as a whole. Fashion also affects the culture of the modern era, when people mimic the pop star more. The way we dress, tells us a lot more than many people understand. What we wear is a testament to the world. This is another way to detect certain information about yourself to others, without saying a word, we give tips about our social background, our economic status and our images of ourselves. An individual starts seeking a solution to reduce his dissonance or he aspires to get better. As an

expression of their feelings, today's youth strives to interpret fashion trends and adopt a clothing style that suits their value and features. Expensive and stylish clothing shows the status of a person in the surrounding world [3].

As Entwistle has proposed the dress is tied up to social life in more than one way: it is created out of economic, political, technological conditions and emerging social. The value goes beyond clothes that we wear. A pair of jeans is not just blue jeans [2]. Brand recognition is crucial in the fashion world, especially for the younger generations. Clothes talk about our emotions, thoughts, opinions, referring to the many ideas and ideals themselves, the world and others. They represent non-verbal devices that we use every day as a society based on a social and career environment [1].

One specific example O'Neil mentions is that of a study of Spanish policemen. When they were without uniforms, they were seen as having little or no effect on people, even though they were actually identified as policemen. However, with their form they acted much more aggressively. Besides, people who saw them in uniform, were much more sensitive to trends. This experiment proves that, people perceive others judging by the way they dress [4].

Fashion is constantly changing, which has a global impact. Thus, fashion trends reflect different stages of a culture over a certain period of existence. In today's world, it's important to look fashionable, because our everyday fashion choices show people who we are and influence our life.

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